

2045369546

for shipment

COMPARISON OF OCTOBER 1993 EXPANDED NIELSEN VS. BASE PERIOD MARCH 1993  
(TOTAL U.S.)

COMPANY SHARES	PM	RJR	B&W	ATC	LORILLARD	LIGGETT	✓	Ed Joyce	
Oct-93	44.56	30.79	10.54	6.19	6.25	1.59			
Mar-93	41.73	32.40	11.05	6.46	6.30	2.01			
CHANGE	2.83	(1.61)	(0.51)	(0.27)	(0.05)	(0.42)			
CATEGORY SHARES	PREMIUM ✓	DISCOUNT ✓	BRD DISC	PRIV LABEL ✗				Ed Joyce	
Oct-93	67.86	32.14	25.30	6.84					
Mar-93	64.04	35.96	28.03	7.93					
CHANGE	3.82	(3.82)	(2.73)	(1.09)					
BY MAJOR BRANDS	MARLBORO ✓	PMOPB ✓	WINSTON	CAMEL	SALEM	VANTAGE	NOW	KOOL	NEWPORT
Oct-93	26.22	8.96	7.51	4.08	3.94	1.47	0.65	3.29	3.74
Mar-93	22.06	9.51	5.96	3.92	4.36	1.80	0.79	3.46	3.60
CHANGE	4.16	(0.55)	1.55	0.16	(0.42)	(0.33)	(0.14)	(0.17)	0.14
BRANDED DISCOUNTS	BASIC ✓	CAMBRIDGE ✓	BRISTOL ✓	ALPINE ✓	DORAL	MONARCH	BEST VALUE	GPC	
Oct-93	4.71	1.83	0.35	0.46	4.23	2.23	1.59	4.33	
Mar-93	4.05	2.10	0.59	0.52	4.08	2.45	3.13	4.36	
CHANGE	0.66	(0.27)	(0.24)	(0.06)	0.15	(0.22)	(1.54)	(0.03)	
PRIVATE LABEL ✗	PM ✓	RJR	LIGGETT	AMERICAN	NA				
Oct-93	1.80	3.62	0.65	0.76	NA				
Mar-93	2.57	3.98	0.80	0.58	NA				
CHANGE	(0.77)	(0.36)	(0.15)	0.18	NA				

\* Private Label generally reflects FSP bands

SOURCE: MSA NIELSEN